

Message Text

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FM AMEMBASSY CAIRO

TO SECSTATE WASHDC 6031

INFO AMEMBASSY ATHENS

AMEMBASSY JIDDA

AMEMBASSY KHARTOUM

AMEMBASSY KUWAIT

AMEMBASSY TEHRAN

AMEMBASSY TEL AVIV

AMCONSUL ALEXANDRIA

UNCLAS CAIRO 10826

E.O. 11652: N/A

TAGS: BEXP, EG

SUBJECT: FY 78 USDOC/CAGNE TRADE PROMOTION SCHEDULE

REF: (A) STATE 191497 (B) CAIRO 9413

1. POST IS PLEASED USDOC/CAGNE EFFORTS TO DESIGN FY 78 EVENTS SCHEDULE (REF A) AROUND THEMES PROPOSED (REF B) RESULTED IN BUILDING AND CONSTRUCTION EQUIPMENT TRADE MISSION (OCTOBER 77) AND MATERIALS HANDLING TECHNICAL SALES SEMINAR (MAY 78). BOTH ARE IDEALLY SUITED TO EGYPTIAN MARKET POTENTIAL.

2. GIVEN REGIONAL IMPORTANCE OF EGYPT, HOWEVER, BELIEVE ONLY TWO USDOC TRADE PROMOTION EVENTS IN A YEAR IS RELATIVELY LIGHT COVERAGE, PARTICULARLY IN VIEW OF APPARENT UNCERTAINTIES ON USG PARTICIPATION IN CAIRO INTERNATIONAL FAIR FOR 1977 AND 1978. MOREOVER, TWO KEY THEMES - TEXTILE MACHINERY AND TOURISM - WERE EXCLUDED FROM PROPOSED TP ACTIVITIES.

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3. AS MEANS TO STRENGTHEN FY 78 CAIRO SCHEDULE, EMBASSY RECOMMENDS

USDOC/CAGNE CONSIDER ONE OR MORE SPIN-OFFS FROM TEHRAN TRADE CENTER EVENTS LISTED REF A IN FORM OF MISSIONS OR EVEN CATALOG SHOWS. APPROPRIATE ACTIVITIES FOR INCLUSION IN EGYPT'S SCHEDULE ARE: JAN. 1978 - CHEMICAL AND PETROCHEMICAL EQUIPMENT, FEB. 1978 - PACKAGING EQUIPMENT, MAY 1978 - TEXTILE MACHINERY. SHOW ON TEXTILE EQUIPMENT IS PARTICULARLY INTERESTING GIVEN THEMES CITED REF B.

4. ADDITION OF ONE OR MORE OF ABOVE EVENTS WOULD SUBSTANTIALLY UPGRADE TRADE PROMOTION PROGRAM. WE RECOGNIZE THERE MAY BE SCHEDULING PROBLEMS WITH TEXTILE MACHINERY SHOW, SINCE MATERIALS HANDLING TECHNICAL SALES SEMINAR IS SCHEDULED FOR SAME PERIOD. BELIEVE EMBASSY COULD HANDLE ADDITIONAL SHOW ON ONE-TIME BASIS WITHOUT OVER-BURDENING RESOURCES OR STAFF, HOWEVER, IF AT ALL FEASIBLE AN IOGA MISSION HIGHLIGHTING TOURISM INDUSTRY ALSO WOULD GIVE THE PROGRAM ADDED DIMENSION.

5. FOR FUTURE PLANNING, POST BELIEVES EGYPT SHOULD BE GIVEN HIGH PRIORITY IN SCHEDULING TRADE PROMOTION EVENTS. IDEAL ACTIVITY LEVEL WOULD BE MIX OF THREE TO FOUR USDOC MISSIONS OR TECHNICAL SEMINARS OR CATALOG SHOWS, PLUS TWO OR THREE IOGA MISSIONS. ANNUAL CAIRO INTERNATIONAL FAIR ALSO MERITS CONTINUED USG PARTICIPATION. PLEASE ADVISE ASAP IF EGYPT'S PROGRAM CAN BE AUGMENTED BY SPIN-OFFS AS PROPOSED. POST ALSO WOULD WELCOME EFFORTS BY USDOC/CAGNE TO ENCOURAGE APPROPRIATE IOGA MISSIONS TO EGYPT.

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